

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2025
Programme Name: BBA (Logistics, Retailing & E-Commerce)
Semester: IV
Subject Code: UG31T3401
Subject Name: Fundamentals of Retail Business

Date: 03.06.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. Attributes of service includes:

- (a) Intangibility, Homogeneity, Perishability and Ownership
- (b) Tangibility, Simultaneity, Non-ownership and Perishability
- (c) Intangibility, Simultaneity, Perishability and Non-ownership
- (d) Tangibility, Durability, Ownership and Homogeneity

2. Identify the correct statement:

- (a) Retail is the first stage of an economic activity.
- (b) Retailing includes all activities involved in selling goods or services to the final consumers for personal, non-business use.
- (c) Retailer is a middleman – has manufacturer on one side and wholesaler on the other side.
- (d) Retailer is the one who sells only tangible products.

3. What is the correct *Loyalty Ladder*?

- (a) Suspect, prospect, Customer, Client and Advocate
- (b) Suspect, Consumer, Prospect and Advocate
- (c) Advocate, Client, Customer, Prospect and Suspect

(d) Advocate, Consumer, Prospect and Suspect

4. PEST stands for:

(a) Positive, Environmental, Social and Technological

(b) Political, Environment, Social and Technological

(c) Positive, Economic, Social and Technological

(d) Political, Economic, Social and Technological

5. Which of the below is not a type of merchandise?

(a) Fad

(b) Kiosk

(c) Fashion

(d) Staple

6. A *Store Brand* is also known as:

(a) Store Star

(b) Private Label

(c) Label Star

(d) None of the above

7. Which of the following is a non-store based retailing format:

(a) Direct selling

(b) Consumer co-operatives

(c) Off price retailers

(d) Warehouse clubs

8. A store specialising in a particular type of merchandise with narrow product line with deep assortments in that product line with clearly defined target market is:

(a) Special store

(b) Category killer

(c) Box store

(d) Speciality store

9. Which of the following is a factor that influences a retail shopper:

(a) Range of merchandise

(b) Travel time

(c) Stage of family life cycle

(d) All the above

10. Secondary research is:

(a) Collecting data for the first time

(b) Gathering already published data and information

(c) Collecting government data

(d) All the above

Section B

Five Questions of 02 Marks each

11. Distinguish between product retailing and service retailing.
12. Briefly explain *Loyalty Ladder* in retailer relationships.
13. Distinguish between *Flat Organisation* and *Tall Organisation*.
14. What is *Leased Departments*?
15. How market research helps a retailer?

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Discuss the drivers of retail change in India.
17. (a) What is situation analysis? List various models available to conduct a situation analysis.
(b) Discuss Porter's 5 Forces.
18. Discuss various factors a retailer should consider while devising merchandise plans.
19. (a) Discuss the importance of non-store retailing.
(b) Explain various non-store retailing formats.
20. Explain consumer decision making process while purchasing a laptop.
21. (a) Distinguish between organised retailing and unorganised retailing.
(b) Discuss various functions of a retailer as a channel member.
22. Samyukta Fashions is a popular Indian women's designer wear brand planning to expand globally. As the *Retail Strategic Consultant* of Samyukta Fashions, suggest various international expansion strategies Samyukta Fashions can adopt.